

**8. I prefer to have access to product headlines for editing even if a standardized headline is mandated through policy.
If Yes, please explain why?**

1. Sometimes the headline that is created is not correct.
2. One the rare occasion that you need to highlight a particularly dangerous situation, e.g. TORNADO EMERGENCY (what Norman did for their May tornado outbreak). Otherwise, we should stick to standardized headlines 99.9% of the time.
3. I doubt any standard headline mandated can cover all contingencies
4. Time and time again we in the field have seen policy changes with no regard to software change. Policy changes occur continuously and software has to play catch-up. Never remove our ability to make a needed change unless the policy and software will change and grow together.
5. to denote specific areas within our CWA
6. Yes, we should retain the right to edit product headlines and even MND headers. We have changed both in the past to highlight especially severe hazards (e.g., SEVERE FLASH FLOOD WARNING).
7. In my opinion, being able to edit product headlines allows local input for better resolution to describe the forecasted event if needed.
8. Format Policy has changing constantly and it hasn't been well coordinated with the software folks.
9. Assuming the 'product headline' includes the PIL header...since there is no practice mode that works it would be beneficial to be able to make the product a 'work' product to prevent dissemination. The next generation of WWA (or whatever) should have a practice mode functional or why bother putting the option on the GUI???
10. to tailor to local need & to highlight to local attention.
11. policy is constantly evolving, and often subject to modification at the regional level. this is often not reflected in national programs.
12. It's true that normally this is not needed. But if it doesn't create a problem elsewhere, it's best to have an option for handling something unexpected.
13. Sometimes the headline produced by the software just isn't right.
14. To address situations not addressed by policy
15. I would still like to have ultimate control of headline events. Several "canned" headlines may not fit every event.
16. Currently it seems like the headlines don't adequately describe the event...at least in WWA, WarnGen does quite well.
17. Because the software often gives bad headlines, so I have no confidence that the policy will be accurately reflected by WWA

18. Policy mandates still have some variations which cannot be used if only standardized headlines are allowed.
19. WWA generated headlines have problems, very sensitive to the time input, and have seen a WSW headline differ from the subsequent GFE/IFPS headline!!! Just on 1/2-3/03!!! I had the WSW word Fri aftn thru Sat aftn... IFPS pulled the zone wording as Fri aftn thru Sat morning!!!
20. This gives us flexibility
21. Depending on your beginning and expiration times set in WWA, you sometimes get a headline that's confusing to the user or inaccurate.
22. To make sure the software does it correctly, or to correct any software errors.
23. Only if the standardized headline cannot eliminate some of the wordiness (e.g. if it is Monday morning and WWA says "Monday Morning through Monday Evening" instead of just saying "through this evening").
24. I am unsure what is meant by this question. By "product headline" do you mean the type of watch, warning, advisory, or the actual headline which is placed in the product (e.g. "...A LAKE EFFECT SNOW WARNING IS IN EFFECT FOR TODAY..." vs. "...A LAKE EFFECT SNOW WARNING IS IN EFFECT FOR EARLY THIS MORNING THROUGH LATE THIS AFTERNOON..."). If the meaning of this question is the former (type type of watch, warning, advisory), then I see no need to edit it provided all possible types are available within the application. For instance, we recently issued a Lake Effect Snow and Blowing Snow Advisory, but this was not an available option within WWA so the phrasing needed to be manually edited into the product (after choosing Lake Effect Snow Advisory).
25. Two reasons: (1) Policy is meant to cover all foreseen situations. It doesn't cover those which weren't considered. Every once in a while we (NWS offices in general) come up with something which simply doesn't fit any known pattern and can't be handled by whatever has been mandated. (2) As our current woeful state with AWIPS formatters clearly indicates, policy and software rarely are conceived and implemented jointly. At some point in the future, someone at NWSH or NOAA is going to decide they want to change the headlines. If we have access to the product headlines, we can make these changes prior to a software update.
26. Because we serve our customers through a local level and in order to provide the best customer service, editing is always the best option. Otherwise you send out a crappy product and it has to be corrected to say what it is supposed to say.
27. which policy? National or local?
28. Sometimes, things have to be edited on the fly and the ability to do this should not be taken away.
29. Headlines are just that. The details are below. Forecasters get caught up in the words too much. The headlines need to be standardized because they are used in many places. SAF, ZFP, AFD etc
30. wording, especially with regard to timing, may not be exactly as desired. eg. "winter wx advisory in effect through early morning" may be too ambiguous, and may want to change to "winter wx advisory in effect until 9 am", etc.
31. OUR HEADLINES ARE OFTEN ELEVATION DEPENDENT
32. THE TIME PERIODS MENTIONED ARE OFTEN AWKWARD, SUCH AS "TONIGHT THROUGH EARLY FRIDAY MORNING", RATHER THAN SIMPLY "TONIGHT".

33. With the current version, the standardized headline usually has poor timing wording in it. Until this is improved, or is configurable, we need to be able to edit the product headline.
34. Standard Headlines are fine as long as the software is smart enough to get the period correct. For example - "THE NATIONAL WEATHER SERVICE HAS ISSUED A WINTER STORM WATCH FOR WEDNESDAY MORNING THROUGH WEDNESDAY AFTERNOON"
35. I don't like the way WWA interprets and creates headlines.
36. Cannot count on software generating correct headlines.
37. Most of the canned software we get is not adequate enough to let it run on it's own without manual editing.
38. Most of the time OCWWS mandates a change and there is an extended amount of time before the software catches up with the changes. Thus being allowed to edit changes will allow the office to comply with the needs of OCWWS and make a better product for our users. Also, the more u take away the less flexibility there will be for office who missions and needs vary do to our customers. The past experience with the out put that is available from these application is that they do not live up to what is pronn
39. wording is often poor
40. The message the field is hearing from HQ is that our (NWS) words do not mean as much as the graphics. That is completely untrue, because no matter how complicated the software is, it can not account for the human element (i.e. catch every element that a person can). X-NOW was (is) the most user friendly software we in the field have used to date.
41. I have no confidence that the proper headline will be generated.
42. The headlines generated by WWA are usually useless. For example: Wind Advisory For This Morning and This Afternoon, instead of Wind Advisory For Today
43. The weather is just too different from region to region and storm to storm to have a standard method. Unique circumstances WILL arise.
44. Sometimes the headline needs to be edited
45. One size does not fit all. There are a few select times that an edit may be required. The software may never be able to handle all situations. Forecaster intervention should always be an option.
46. While policy could dictate standardized headlines...there is the possibility that bugs in WWA could produce a headline that does not follow policy. Forecasters need to be able to edit headlines that WWA may produce incorrectly.
47. Standardized headlines produced by WWA are not ready for dissemination without editing (generated headline of ...Winter Storm Warning Friday Night... produced when it already is Friday night. Headline s/b ...Winter Storm Warning Tonight...
48. Weather is quite variable and policy never adequately covers evry situation a forecaster may have to deal with.
49. If a headline is mandated to be exactly as presented, then no. Otherwise Yes because the times generated

don't always match what I had in mind.

50. Because software sometimes makes mistakes. MDL software makes many.
51. Current software does not always produce the desired wording in headlines.
52. wording issues
53. In short, despite standardization, there seem to many cases where the standard product doesn't fit the bill. -- Even in headlines. Having the ability to edit saves small troubles from becoming time sinks in the heat of battle". "
54. Depends on if the software is competent enough to produce the headline correctly.
55. We need to be able to edit product expiration time and still have it displayable in WWA. Even with mandatory product exp times of 6 or 8 hrs, we might create the proposed product a couple of hours before it is officially issued, and when we upgrade the proposed to official I think it keeps the same expiration time that was assigned initially.
56. Local users and Regional HQ also make rules for headlines. Not all scenarios can be covered by automation. Flexibility is essential. For example, the headline A Winter Storm Watch has been Upgraded to a Winter Storm Warning" which is what our users want, but not what WWA will readily allow. "
57. A standardized headline may not relate the urgency or danger of some situations.
58. The headlines usually need hand-editing anyway. Sometimes they read from late this evening through early Wednesday morning." If the headlines were always correct with regard to timing, then I wouldn't want or need access to edit them. Of course, I can just continue to edit them in the product text after generation as I do now."
59. Standardized headlines may not cover every situation properly.
60. I end up editing the headlines most of the time to get them to convey exactly what I want them to say.
61. Options, its always better to have more options for increased flexibility.
62. The Headline grabs our users attention. By adding more specific information, such as 'WINTER STORM WARNING TONIGHT FOR 4 TO 5 INCHES OF SNOWFALL' grabs the attention more and gives the most important information.
63. So far the time discriptors in the headlines are poor, so I have had to edit them almost all the time.
64. An inherent amount of inflexibility has been added if we do not have access to the headlines. WWA does a horrible job of generating the wording of headlines, and always require editing. In addition, there are meteorological situations that dictate different levels of specificity to the timing of the W/W/A. i.e. ...WIND ADVISORY THROUGH 500 PM..., WINTER WEATHER ADVISORY THIS EVENING..., etc.
65. Verification of long-fused watches and warnings is based upon the valid time period indicated in the headline of the products.
66. Certain situations may occur where the standard headline does not adequately describe the situation.

67. Sometimes a county coding/time groups gets split...and one should fix it...and/or the line is too long.
68. OFTEN POLICY CHANGES PRECEED SOFTWARE UPDATES OR WWA DOES NOT WORK CORRECTLY.
69. Would like to be able to change timing in headline...Tonight vs. Overnight.
70. Because we have Yellowstone National Park which has it's own coding but is not technically a county. The header must be edited whenever it is included in a statement. WWA can't handle our unique situation as of this writing.
71. Product headlines commonly need adjusting for wording...timing...or highlighting the threat. When a headline change is needed...work load increases to search through the product or zfp and then make the correction.
72. NO ONE IN HQ OR THE PROGRAMMERS COULD POSSIBLY WRITE A DECENT HEADLINE. HEADLINES WILL ALWAYS NEED EDITING. YOU CAN'T USE A RECIPE TO CREATE WEATHER PRODUCTS. WEATHER SITUATIONS ARE UNIQUE!
73. If not mandated then tweaking the wording is sometimes preferable.
74. In case the software ends up giving a headline that does not make sense, I'd want a way to correct it instead of having to call an IT support phone line to troubleshoot it in the middle of an event.
75. product headlines almost always need editing to adjust timing of event.
76. I believe there will always be some need to modify headlines to account for local effects.
77. Policy seems to change much more quickly than software. If the policy changes and the software is hardwired, then we can't do anything about it. During warning events, who knows what could come up. Even though policy may mandate a headline, there may be an extreme circumstance where it would be necessary to change it.
78. In my experience, the headlining to date continues to provide incorrect phrasing, and doesn't handle some headlined events.
79. I have yet to see the software consistently generate intended, accurate headlines.
80. Until such time as WWA is robust enough to handle accurately the valid period of the watch, warning, or advisory no matter when the product is created, one will need to have access to the headline for editing.
81. Sometimes the WWA software is not always correct in when the headline is in effect, even though the times entered in the software are correct.
82. The times of the headlines are often wrong or misleading or embarrassingly awkwardly worded.
83. I'd prefer not to edit and have them mandated. *However* if headlines are to be aired on CRS, *please* ensure that they be complete sentences, with optimal CRS phrasing to avoid additional editing of CRS text. I realize this is a policy issue, but someone needs to step up to the plate on this issue! The CRS formatters shouldn't have to do extensive tweaking to the text.
84. I have yet to use a piece of equipment that preformed flawlessly. No matter as well a program works,

eventually there will be a bug, or a problem that requires manual editing.

85. The time phrase is usually inaccurate. For example, for a hazard that runs from 4am-4pm, the headline will say that it is in effect for TONIGHT THROUGH TOMORROW.
86. Especially for backup purposes.
87. If by policy you mean HQ policy, then yes, as regional and local policy could refine such headlines.
88. There may be information that is critical to the public in a given situation that a canned headline will never address.
89. No mandated headline can cover every situation.
90. Because the software is so immature that at times it selects headlines which are improper.
91. It seems that automated headlines are rarely useable in watch/warning/advisory situations..except for very short fused warnings..ie svr/tor.
92. There is no way that a standardized headline will work across all of the U.S. because certain types of weather do not impact areas the same.
93. Headlines often do not describe the effective time well. For example, WWA might say ...in effect for this morning through this evening" while I would want to simplify that into "Today".
94. The program probably will not work. Need this capability as a backup.
95. Flexibility. Experience shows there are always unique situations that policies can never always cover.
96. Every office should have leeway in mandating their own headlines. Lets think OUTSIDE the box for a change.
97. Because WWA inevitably produces a headline that is worthless and needs to be edited.
98. Because of the awkward wording usually generated by WWA. Changes that I make generally do not deviate from policy".
99. Many times the headline produced by WWA is incorrect. Hence editing is required.
100. last minute changes are often made to products in the operational world
101. Policy can vary from region to region. A headline may be mandated at the national level, but it can be modified by a ROML. Local offices need the flexibility to amend product headlines to meet the requirements of ROMLs.
102. BECAUSE THE COOKIE CUTTER APPROACH DOES NOT WORK ON A CASE BY CASE OR OFFICE BY OFFICE BASIS!!
103. Because WWA headlines frequently list too much information (Wednesday early morning through Thursday late morning), includes unnecessary verbage (i.e., IN EFFECT") or doesn't allow enough forecaster flexibility (i.e. inserting snow levels into the WWA)"

104. Just because it's mandated by policy doesn't mean it will make sense. You have to remember that most of the people who make policy are NEVER required to issue products in accordance with them.
105. Standard computer generated headings are usually not worded as well as an individual can create for each specific situation.
106. Not if mandated.
107. We cover a very large area that often requires us to add locations that may not normally be within our normally covered watch/warning locations. This occurs due to islands becoming inhabited.
108. There are always local issues that crop. We must have some flexibility.
109. We have had tremendous problems getting errors fixed in the header groups. Local fixes get overwritten in upgrades. Access would allow us to fix on the fly if necessary.
110. simply, it makes our job easier...not HARDER.
111. HEADQUARTERS USUALLY MANDATES THE WRONG HEADLINES OR LEAVES SOME OUT. 2. UNTIL IT IS PROVEN THAT WWA AND IFPS WILL ACTUALLY PRODUCE THE CORRECT HEADLINE WE WILL NEED ACCESS.
112. In case of formatting errors, like being able to easily change the time wording in the headline.
113. The ability to edit the headlines allows more flexibility to the forecaster.
114. Local offices have the responsibility to their local customers and partners to produce quality products. Tailoring headlines to suit local needs takes precedent over a cookie cutter", one-size-fits-all directive or supplement."
115. I really don't care, but there was no selection for a neutral position.
116. May wish to make headlines more specific.
117. A standardized or software decision for a headline will never be able to take every situation into account. In order to provide the best possible information for the customer (we must remember who we are serving), there are times we need this flexibility.
118. WWA headlines often say "...Advisory late this afternoon through early tomorrow morning..." when it should simply say "...advisory tonight..."
119. Program often does not put the appropriate timing in the headline.
120. Computer code can never perfectly handle all situations. We always need the ability to change any errors the computer code generates.
121. At times the headlines need customizing. A canned headline could be written for every possibility, but this list tends to overwhelm the forecaster.
122. There are times when one might want to add to a standardized headline to better address a hazard.

123. To add specific info to our users/customers. Also note: I hope (pray) that FSL is responsible for creating this new warning software in #7. Over the years I have seen software come out of both FSL and MDL...and I *strongly* prefer what comes out of FSL (I hope I don't hurt anybody's feelings...but I'm being 100% honest here.
124. Standardized headlines cannot cover all of the possibilities that might arise. Automation is fine for the bulk of the job -- but a clear, concise headline is very useful to media partners and emergency managers.
125. I believe local customer requirements should exist with national requirements. If hardwired these sometimes conflict.
126. much easier to clarify what is in effect and when
127. Wording consistency.
128. Some variance for local customer requirements should always be allowed, even if rarely used.
129. The timing of the event is rarely what you want. Sometimes WWA will have a headline of winter storm watch this morning through late this afternoon". I would want to edit to say "today". "
130. The most important asset of any forecast office is the forecaster. Forecasters are expected to use their judgment to carry out the mission of the NWS. Sometimes the written NWSIs do not address the situation or have not accounted for every possibility. In this case the forecaster needs to have the flexibility to do the right thing."
131. Standardized headlines never have and never will cover all the possibilities. Need the latitude to edit them when situation requires.
132. Until there is enough logic built into the code by the developers (FSL/MDL) and there is proven 100% accuracy. As it stands now, I have yet to see WWA produce headlines that meet BOTH the standardization and what is forecast by the forecasters on a better than 80% rate.
133. Headlines do not come out as intended, especially for long fused watches which do not go into effect until a later forecast period. Local variations within a zone by location or elevation often need to be specified in a watch or warning headline.
134. Because sometimes we may want to refine or provide additional information in the headline.
135. Templates don't always come out the way they are supposed to.
136. Allows headline to be customized to fit the situation. Perhaps if the software generated headlines improve, this will not be necessary. However, I do not feel the current software is adequate in this regard.
137. The headlines produced by WWA are often inadequate or incorrect. I would like to be able to change them myself.
138. On occasions, you need to add detail (time, location, elevation (for snow) to the headline to convey the information to the customer. For example, heavy snow warning above 4000 feet tonight" or "high wind warning for the coastal headlands today"."

139. I have noticed that the software will give oddly worded time periods in the headline which I would like to edit. In addition, an upgrade/downgrade of a headline will result in a double headline (one headline cancelled another headline issued) in a product which the public would find confusing
140. Operator override is sometimes necessary.
141. We need the flexibility to modify based on local circumstances
142. You just never know if something might change (policy), or if a bug somehow will get in there (mainly due to operator error). Alaska is also unique in that we have WSOs sharing WWA responsibility.
143. Extensive editing of the templates has not occurred. I would rather see the capability to edit words in the headline to fit the correct timeframe it represents.
144. There should be at least a product format review process that allows this access.
145. Sometimes our headlines are not adequate if they are in a format meant for east of the Mississippi where mountains are flatter and more like hills.
146. Because in the BUffalo warning area, mesoscale weather dominates over the synoptic weather that most areas receive. Lake snows make it challenging to group and headline areas because of the timing and movement. This is a flexibility issue that other offices do not need to face.
147. kind of a dumb question. The answer is yes if there is NO policy mandating a standardized headline. If we have standardized headlines, then there would be no need to edit the headline.
148. The current headlines are built to contain the what and the when, not the where. Sean Webb helped me with a workaround to add the where, as the emergency managers in our CWA requested all three items in the headlines.
149. Sometimes the wording in the standardized headline is awkward.
150. May need to modify the heading to provide specific details on time, place etc.
151. In some situations...it is better to be more descriptive in the headlines. For example...issuing a winter storm warning or advisory for blowing snow rather than for heavy snowfall. Also...headlines sometimes come with awkward time frames...so it is easier to edit it to make it clearer.
152. Actual wording needs to be left up to the forecaster. Mandates for format are needed as we should have continuity in format...NOT in wording/headlines.
153. I have never seen WWA.
154. One size does not fit all.
155. The software will usually screw it up so we have to be able to edit it. Plus, I cannot see why headlines would have to be standardized.
156. It's possible that a local user would require a different header. In that case we could disseminate using two separate headers.

157. There are standard Headlines in place right now, but sometimes they come out of WWA goofy. For example, let's say I issue a winter storm watch for tonight-friday night. I might come out saying, "Winter Storm Watch for Thursday Night through Friday Night." But I would want it to say, "Winter Storm Watch for Tonight Through Friday Night" I know this isn't a big deal, but I do feel it reads better."
158. There are numerous reference in NWSI directive about not all situations can be covered in this directive". Thus we must have the ability to edit a headline if the situation dictates it."
159. Standardized headlines rarely meet the need of every situation.
160. The software currently in use is incapable of producing legible english - I must answer to everyday people when our products have substandard wording
161. At AFC we have zones the size of large states and need to define the event area to part of a zone instead of the whole zone. ie Western areas""
162. I want to make sure that the headline is correct, and matches with other products.
163. For certain geographic areas/user requests for specific data
164. Headlines WWA generates are almost never what I want them to say. I'm specifically referring to the times of the beginning and ending of the W/W/A.
165. If standardized headlines are mandated by directive, then there is no other option.
166. This question is a little vague. If you mean when today is Monday and WWA puts a headline in that says "Wind Advisory in Effect For Monday Night", then yes, I would definitely edit that to say "Tonight."
167. Need to have the ability express timing and complexity of weather in a brief headline
168. Because there is no directive/policy that can adequately cover *every* weather situation.
169. Forecasters should have access to all elements of the products they issue. Also, sometimes it is beneficial to add value to the prescribed" headline, such as, "Winter Storm Warning Tonight for 6 to 12 inches of snow."
170. The software currently does not code day wording all that great.
171. It allows the operator for internal temporary headings which is easier for proofreading of products and other quality checks for lower priority products. This would
172. there always must be an option for human interaction at some point in the process.
173. There is no way to mandate the time phrases. I only change the headlines for time phrasing. If a forecaster picks 6 a.m. until 5 p.m. then the WWAS is for the XXXday, not XXXday morning until XXXday afternoon (or evening).
174. Flexibility in case its ever needed.
175. The temporal wording that is generated by WWA/IFPS is sometimes confusing.

176. do not like the wording that is generated in the headlines sometimes, especially with the time that a watch/warning is in effect and/or when they expire.
177. I edit headlines from WWA when the WWA headline is too detailed. Instead of listing 'Winter Weather Advisory Tonight' it may list 'Winter Weather Advisory this Evening and Tonight.'
178. Manual Intervention for Emergencies or Software Malfultion necessary
179. Software does not always generate correct headline in regards to time period covered by headline. Software does not always generate correct verbage for headline.
180. only yes if there are adequately worded headlines.
181. Unless the product headline becomes fool-proof (IE. incorrect temporal wording) which still occurs, we must be able to have edit capabilities.
182. None of the software we've received appears ready for prime time" yet. We need to be able to make adjustments as required."
183. I WOULD LIKE TO BE ABLE TO MAKE MINOR CHANGES TO THE HEADLINE WORDING SO THAT IT READS BETTER AND IS MORE UNDERSTANDABLE.
184. There will always be situations that come up where the software does not generate a headline that will best serve the public. This would be the 3 to 5% of events that are not anticipated by writers of directives and supplements.
185. As we have seen with other things that are attempted to be standardized, they just don't work for all parts of the county. It is almost impossible to standardize things that will make all the people happy all the time. Having guidelines on how to do headlines and making sure the headline you create fits within those guidelines would seem to be a better approach.
186. Headlines are determined by meteorological event and situation, not policy.
187. regional differences and every situation is different.
188. Lots of times I don't like the time period WWA chooses in the headline. For instance if I issue a Winter Storm Warning with the new zones at 330pm, I want it to say ...Winter Storm Warning Tonight..., not Winter Storm Warning Late This Afternoon through Early Monday Morning...
189. Let's say you want to issue a Winter Weather Advisory, beginning at 6 PM. However, your Zones are going out at 3:30 PM. WWA will format a headline that says Winter Weather Advisory This Afternoon and Tonight". We don't want "This Afternoon" on there. It's not within our forecast period and we didn't want to start the Advisory that early. Thus, the headline must be manually edited to make it say what we want."
190. Though probably a comment on the policy rather than the software, I have found mandating such elements only do one thing, confuse and/or limit the information our customer receives. Much of the current wording WWA comes up with is a bit strange in nature. Though mandating certain words could eliminate that, it would also eliminate the forecaster's discretion at getting the information out. For instance, why should a product headline say Winter Storm Warning until 3 pm". Message conveyed clearly and concisely. Do we want to say "mid-afternoon" or "through the afternoon"? I don't. "

191. Always, always, always go for the flexibility. Field offices love flexibility.
192. Too often the headlines produced by WWA have bad timer references. For example Winter Weather Advisory This Evening Through Tuesday Morning, when it should just say Tonight", etc."
193. If the software properly formats the headline, it may not be necessary. However, we may want to highlight a portion of our zones, as our zones cover political, rather than geographic areas.
194. may be needed to address local needs
195. depends on how standardized" is taken. I want control of a product I send out. I've always believed headlines should be complete sentences. If the information contained in the headline is mandated, I want control of the wording that information to make it most clear to my main audience in my WFO area. "
196. There may be times when a previous message's contents could be used for either upgrading or downgrading the weather situation. In either of those situations being able to access product headlines would be a time saver.
197. A case in point is the SWAP program which encourages use of a limited number of headlines. Our customers have been very pleased with having only a few headlines instead of separate headlines for each type of winter weather phenomenon. As long as this kind of flexibility remains, I have no need to edit headlines.
198. Currently, WWA headlines often required manual editing. If this problem is overcome, then it probably would not be as necessary.
199. Some operators don't set WWA up properly and so the headlines produced do not read very well. Also, forecasters must know and understand time-line constraints to produce proper WWA headline info to go into zones and WWA product.
200. it gives the ability to be flexible and edit headlines when needed.